

Please add the following new claims:

¹⁴ 35. (New): A liquid crystal display device using a hologram, characterized in that a liquid crystal display element is provided on a side thereof with a diffuse reflection type hologram itself capable of diffusing and reflecting light of selected wavelengths incident from a specific direction only in a direction defined as a viewing region, wherein said hologram has a different optical function with respect to different respective wavelengths,

^{B2} characterized in that when a TN liquid crystal cell is used as the liquid crystal display element, the diffuse reflection type hologram enables diffuse reflection to occur within a range wherein the contrast of the liquid crystal cell is at least 2.

¹⁵ 36. (New): A liquid crystal display device using a hologram, characterized in that a liquid crystal display element is provided on a side thereof with a diffuse reflection type hologram itself capable of diffusing and reflecting light of selected wavelengths incident from a specific direction only in a direction defined as a viewing region, wherein said hologram has a different optical function with respect to different respective wavelengths,

characterized in that when an TN liquid crystal cell is used as the liquid crystal display element, the diffuse reflection type hologram enables diffuse reflection to occur within a range wherein the contrast of the liquid crystal cell is at least 2.

¹⁶ 37. (New): The liquid crystal display device using a hologram according to Claim ¹⁴ 35 or ¹⁵ 36, characterized in that a diffuse reflection plate or a reflector plate is located on the back surface side of the diffuse reflection type hologram.

AMENDMENT UNDER 37 C.F.R. § 1.111
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13

~~38.~~ (New): The liquid crystal display device of claim ~~8~~, wherein the hologram comprises a volume phase hologram.